



31 August 2016

Arria NLG plc
("Arria NLG" or the "Company")

Product Launch

Arria NLG (AIM: NLG), a technology leader in Natural Language Generation ("NLG"), is pleased to announce the public beta launch of Recount, a Software as a Service ("SaaS") business reporting tool designed to work with large online accounting systems such as Xero, Quickbooks and Sage, providing customers with instant financial insights, expressed in plain language.

Recount is an Artificial Intelligence (AI) solution developed by Arria NLG for use by small and medium sized businesses, to provide them with access to full time skills common to financial analysts, spotting trends, identifying problems, and forecasting what's likely to happen next. Using Arria NLG's patented technology, the Company has created a SaaS based solution which will provide reports with relevant details, in seconds.

The Public Beta will include a free Healthcheck Report which demonstrates:

- NLG Narrative
- Interactive charts
- Detailed Sales Report
- Detailed Cash Report
- Detailed Expenses Report
- Detailed Receivables Report
- Simple Sales Forecast
- Word Export

Recount has been integrated into Xero's offerings for release in Australia and New Zealand, and will be available for Xero and Quickbooks in the USA by December, with more integration partners to come. Recount provides users with natural language narrative, interactive charts, detailed reports on sales, cash position, expenses and simple sales forecasts; all able to be exported to Microsoft Word and available for as little as the equivalent of £20 per month.

Sharon Daniels, Chairman and Interim CEO of Arria NLG plc, commented: "Recount literally tells you what is happening in your business. It is exciting to be at the start of this growth journey with Artificial Intelligence for small and medium sized businesses. Quickbooks' SaaS service alone has over 1.5 million users worldwide, with XERO on 700,000 and growing fast. We believe that both Quickbooks and XERO users will see Recount as a way to turbocharge their existing process.

"This is a key milestone in our journey to expand our product offerings and develop ongoing recurring revenue models for our patented NLG technology."

For further information, please visit www.aria.com or contact:

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Arria NLG

Arria NLG's core product is known as the Arria NLG Platform, a form of artificial intelligence software, specialised in extracting information from complex data sources and communicating that information in natural language (i.e. as if written by a human). The scientific foundation for the Arria NLG Platform is based on more than 30 years of research and development by the Arria NLG Data2Text Founders at the University of Aberdeen. For

additional information, visit www.arria.com. Follow Arria NLG on [Twitter](#), [LinkedIn](#), [Google+](#) and [YouTube](#).

About Recount

Recount is an Artificial Intelligence (AI) solution developed by Arria NLG for use by small and medium sized businesses, to provide them with access to full time skills common to financial analysts, spotting trends, identifying problems, and forecasting what's likely to happen next. Using Arria NLG's patented technology, the Company has created a SaaS based solution which will provide reports with relevant details, in seconds. Find out more at recount.com